



My TOP 10 Recommendations to Help Make 2018 Your Highest Income Year EVER, While Increasing Your Personal Satisfaction and Happiness

You are less than 90 days away from the beginning of a New Year. If you want 2018 to be better, different, more profitable, and more successful, you MUST do things differently. If you want a different result, you MUST take a different action step. I will warn you that some of what I'm going to say may offend you in some way, but I'm truly sharing what I know to be true if you want to have a business that generates exceptional growth in 2018.

#1 - Be a Leader

In order for you to gain the momentum you need in your industry, you MUST take on the role of being recognized as a Leader.

It's time for You to take a stand on what you believe and make it known to the world through everything you do: your messaging, your marketing, your impact, the way you show up in the world. In 2018, this is not a time to sit back and be quiet. This is a time for you to start speaking up and standing out. The people you want to attract to your business need to HEAR from you, what your perspective is and how you can help them.

#2 – Discover Your X-Factor

The X-Factor is your Advantage. What can you do to become the *obvious* choice in your field or industry?

A good place to start is looking at what is broken in your industry, and what needs to be fixed. Here's an example...

In my own industry, I feel that many of my colleagues aren't as hands-on with their clients as they should be, and I want to be that person who is uniquely known as a high-touch, hands-on person. I also noticed that people weren't receiving good customer service. So, I set a goal to make that my X Factor. I'd be more involved as a coach/consultant with my clients and ensure that my team would respect and honor them. This helped my business grow tremendously over the last few years. Our company theme is "*to be remarkable*" in everything we do.

#3 – Take Calculated Risks

Women tend to ONLY think about the downside. "*What if I do this and I lose my money?*" How about: "*What if I do this and it's wildly successful?*" When you are thinking about doing something different, adding a new service, a new product line, spend time thinking about the action steps to ensure a success! The key here is to create a "thoughtful" plan of action from beginning to end. We did this with our podcast. We decided on July 15 and we put a "thoughtful" complete step-by-step plan of action in place to launch September 25 - and we did.

#4 – Eliminate Tolerations

Tolerations will zap your mental and physical energy. They will suck the life out of you, which means you lose your creative edge, your clarity and your focus. Example: Does clutter bother you? Is your office or home full of clutter? You may not realize it, but this IS affecting your business. There can be other tolerations as well. Are you surrounding yourself with negative or toxic people? If so, it may be time to clean house on the friend front. Another example: ABCD Clients. C's and D's have to go. Mark your calendar and set aside time to make a list of your tolerations and set a deadline to rid them from your life.

#5 – Be a Decision Maker

This is critical. Waffling back and forth about decisions *is deadly* to a business. You want to gather all the information you can that's available to you at the time, play the scenario in your head about how this decision could increase or decrease your business and make a decision. ***Money Likes SPEED. You make the decision and you course-correct later.***

BONUS TIP: STOP SPENDING ALL YOUR TIME ON SOCIAL MEDIA AND TAKE THAT TIME TO READ BUSINESS ARTICLES LIKE THE NEW YORK TIMES, THE WALL STREET JOURNAL, FAST COMPANY. YOU WILL START TO UNDERSTAND WHAT'S GOING ON IN AND OUTSIDE YOUR INDUSTRY AND IT WILL HELP YOU MAKE BETTER DECISIONS.

#6 – Develop a Harmonious Relationship With Time

Time is a beautiful gift given to each of us. We all have the same 24 hours in a day and yet some people tend to get more done. But it's not getting MORE done... It's about getting the **RIGHT** things done (think High Income Producing). My podcast guest, Rosie O'Neill of Sugarfina says, "*Eat a Frog For Breakfast.*" This means at the beginning of the day, DO the hardest task first and make sure it has a high impact in your business!

#7 – Fall in Love With Your Numbers

I find for some women entrepreneurs, the "numbers" can be overwhelming and they take a backseat because frankly, it's no fun - it's the non-sexy part of your business. You *are* good with numbers. It just takes some practice and guidance from someone who has expertise in this area. It's essential that you surround yourself with a good bookkeeper, CPA and financial advisor. Visit with your numbers EVERY month. Notice what you are spending money on that generates sales and eliminate expenses that are draining the bank account with no return on investment. Software expenses: Survey software, webinar/teleseminar software. These can run into thousands of dollars each year and they may not be giving you a return on investment.

#8 – Measure What Matters

Stop measuring "likes" on your Facebook page and start measuring profit. Start measuring the actions steps you take every day to generate sales into your business. It's KEY to take an action step and then set aside the time to measure if there was a return (a sale, introduction to someone that can help your business grow, referral partners). Every year, you should do an inventory on what you are currently doing, what's working and what's not working.

#9 – Get Serious About Solitude With Your “Selfie”

Learn to love YOU. Spend time alone with YOU. I have never, ever manifested a great idea for my business while sitting in my office or being with friends and family. The IDEAS that have really IMPACTED my business in a positive way came when I was alone, quiet, and focused. Figure out what types of environments give you the most creative clarity. Starbucks, library, booking a room at a nice hotel for the night (or two!), outdoors (nature) and make a commitment to do this regularly.

#10 – Surround Yourself With “Thinking” Partners

Of all the uber successful women I’ve spoken to on my podcast and in the events I attend, this is the TOP success tip they offer. Success never happens in a vacuum. It is VITAL that you surround yourself with other people who are success-oriented and entrepreneurial. You can have your other friends but unless they are business-owners, they have NO IDEA what you are going through. There is nothing similar about owning a business and working for someone else. It like Zebras and Horses - nothing in common.

Now, if you LIKED this information, you will LOVE my Align Retreat coming up January 25 & 26, 2018. We’ll spend 2 days together at *The Four Seasons Hotel* in Westlake Village, California. *The Four Seasons* is **the perfect location with unparalleled luxury to pause, plan and prepare to ALIGN your business strategy in 2018.** Remember #9 in my personal recommendations? *The Four Seasons* is exactly what I’m talking about here. **I call this RETREAT ALIGN because this is what you want in your business. You want to ALIGN your leadership, your strategy, your systems, your cash flow and your productivity.**



It’s small and intimate (don’t worry, you won’t walk into a room with 100’s of women and giant screens at the front of the room). I like to keep the retreat small

so I can connect with everyone in the room and there's plenty of time to ask questions.

During the two days, you can expect:

- **Laser-focused content that respects your real world schedule** – I understand you only have so much time and energy to be away from the daily hustle. We'll dive into a no-fluff agenda that zeroes in on critical, actionable areas of your business—strategy, profitability, scaling up, team, productivity, and leadership essentials.
- **Opportunities to “Share, Compare & Connect” with Align entrepreneurs** - other successful, smart women business owners who “GET” You.

Here's some important information you need to know:

The investment for the retreat increases on November 30, 2017 and **over half the seats are already taken** (many of them by women who attended last year!). Also, my team has secured an “unbeatable” rate at *The Four Seasons* - so good that the money you save, you can spend on a service at their world class SPA!

You can get all the details at www.AlignRetreat.com and if you have any questions, you can email our Director of Client Relations, Kathy LaSalla at Kathy@SmartWomenSolutions.com or call her directly at 310-266-0416.

Remember the investment increases November 30, 2017.